Index to *Journal of International Marketing* Volume 4, 1996

Authors

ANDALEEB, SYED SAAB and ANWAR, SYED FERHAT, Factors Influencing Customer Trust in Salespersons in a Developing Country, No. 4, pp. 35-52.

ANWAR, SYED FERHAT see ANDALEEB, SYED SAAB

BABAKUS, EMIN see KEILLOR, BRUCE D.

BERMINHAM, JOHN A., Roles of R&D and Manufacturing in Global Marketing Management, No. 4, pp. 75-84.

BJÖRKMAN, INGMAR and EKLUND, MICHAEL, The Sequence of Operational Modes Used by Finnish Investors in Germany, No. 1, pp. 33-55.

CLARK, TERRY A., RAJARATNAM, DANIEL, and SMITH, TIMOTHY, Toward a Theory of International Services: Marketing Intangibles in a World of Nations, No. 2, pp. 9-28.

CRAIG, C. SAMUEL see DOUGLAS, SUSAN P.

DALGIC, TEVFIK and HEIJBLOM, RUUD, International Marketing Blunders Revisited—Some Lessons for Managers, No. 1, pp. 81-91.

DIAMANTOPOULOS, ADAMANTIOS see SOUCHON, ANNE L.

DOUGLAS, SUSAN P. and CRAIG, C. SAMUEL, Global Portfolio Planning and Market Interconnectedness, No. 1, pp. 93-110.

DUBINSKY, ALAN J. and HANAFY, ABDALLA, The Super Sales Force—Politicians in the World Market, No. 3, pp. 73-87.

EKLUND, MICHAEL, see BJÖRKMAN, INGMAR

ERFFMEYER, ROBERT C. see KEILLOR, BRUCE D.

FJETLAND, MICHAEL, Strategic Mistakes in International Transactions, No. 2, pp. 75-86.

GERBER, LINDA V. see GREEN, ROBERT T.

GREEN, ROBERT T. and GERBER, LINDA V., Strategic Partnerships for Global Education—Linkages with Overseas Institutions, No. 3, pp. 89-100.

© *Journal of International Marketing*
Vol. 4, No. 4, 1996, pp. 101–105
ISSN 1069-031X

HADJIKHANI, AMJAD and JOHANSON, JAN, Facing Foreign Market Turbulence: Three Swedish Multinationals in Iran, No. 4, pp. 53-74.

HANAFY, ABDALLA see DUBINSKY, ALAN J.

HEIJBLOM, RUUD see DALGIC, TEVFIK

HOLZMÜLLER, HARTMUT and STÖTTINGER, BARBARA, Structural Modeling of Success Factors in Exporting: Cross-validation and Further Development of an Export Performance Model, No. 2, pp. 29-55.

HULLAND, JOHN, TODIÑO, JR., HONORIO S., and LECRAW, DONALD J., Country-of-Origin Effects on Sellers' Price Premiums in Competitive Philippine Markets, No. 1, pp. 57-79.

HULT, G. TOMAS M. see KEILLOR, BRUCE D.

JAIN, SUBHASH, Problems of International Protection of Intellectual Property Rights, No. 1, pp. 9-32.

JOHANSON, JAN see HADJIKHANI, AMJAD

KEILLOR, BRUCE D., HULT, G. TOMAS M., ERFFMEYER, ROBERT C., and BABAKUS, EMIN, NATID: The Development and Application of a National Identity Measure for Use in International Marketing, No. 2, pp. 57-73.

KIM, JAE-JIN see LEE, DONG OK

LECRAW, DONALD J., see HULLAND, JOHN

LEE, DONG OK, LEE, KEUNCHUL, KIM, JAE-JIN, and LIM, GILL-CHIN, The Korean Automobile Industry—Challenges and Strategies in the Global Market, No. 4, pp. 85-96.

LEE, KEUNCHUL see LEE, DONG OK

LIM, GILL-CHIN see LEE, DONG OK

LIU, HONG and MCGOLDRICK, PETER, International Retail Sourcing: Trend, Nature, and Process, No. 3, pp. 9-33.

MCGOLDRICK, PETER see LIU, HONG

PAUN, DOROTHY A. and SHOHAM, AVIV, Marketing Motives in International Countertrade: An Empirical Examination, No. 3, pp. 29-47.

RAJARATNAM, DANIEL see CLARK, TERRY A.

SHOHAM, AVIV see PAUN, DOROTHY A.

SMITH, TIMOTHY see CLARK, TERRY A.

SOUCHON, ANNE L. and DIAMANTOPOULOS, ADAMANTIOS, A Conceptual Framework of Export Marketing Information Use: Key Issues and Research Propositions, No. 3, pp. 49-71.

STÖTTINGER, BARBARA see HOLZMÜLLER, HARTMUT

TODIÑO, JR., HONORIO S., see HULLAND, JOHN

WELCH, DENICE E. and WELCH, LAWRENCE S., The Internationalization Process and Networks: A Strategic Management Perspective, No. 3, pp. 11-28.

WELCH, LAWRENCE S. see WELCH, DENICE E.

WILLIAMS, S. C., Researching Markets in Japan—A Methodological Case Study, No. 2, pp. 87-93.

Titles

(A) Conceptual Framework of Export Marketing Information Use: Key Issues and Research Propositions, SOUCHON, ANNE L. and DIAMANTOPOULOS, ADAMANTIOS, No. 3, pp. 49-71.

Country-of-Origin Effects on Sellers' Price Premiums in Competitive Philippine Markets, HULLAND, JOHN, TODIÑO, JR., HONORIO S., and LECRAW, DONALD J., No. 1, pp. 57-79.

Facing Foreign Market Turbulence: Three Swedish Multinationals in Iran, HADJIKHANI, AMJAD and JOHANSON, JAN, No. 4, pp. 53-74.

Factors Influencing Customer Trust in Salespersons in a Developing Country, ANDALEEB, SYED SAAD and ANWAR, SYED FERHAT, No. 4, pp. 35-52.

Global Portfolio Planning and Market Interconnectedness, DOUGLAS, SUSAN P. and CRAIG, C. SAMUEL, No. 1, pp. 93-110.

International Marketing Blunders Revisited—Some Lessons for Managers, DALGIC, TEVFIK and HEIJBLOM, RUUD, No. 1, pp. 81-91.

International Retail Sourcing: Trend, Nature, and Process, LIU, HONG and MCGOLDRICK, PETER, No. 4, pp. 9-33.

(The) Internationalization Process and Networks: A Strategic Management Perspective, WELCH, DENICE E. and WELCH, LAWRENCE S., No. 3, pp. 11-28.

(The) Korean Automobile Industry—Challenges and Strategies in the Global Market, LEE, DONG OK, LEE, KEUNCHUL, KIM, JAE-JIN, and LIM, GILL-CHIN, No. 4, pp. 85-96.

Marketing Motives in International Countertrade: An Empirical Examination, PAUN, DOROTHY A. and SHOHAM, AVIV, No. 3, pp. 29-47.

NATID: The Development and Application of a National Identity Measure for Use in International Marketing, KEILLOR, BRUCE D., HULT, G. TOMAS M., ERFFMEYER, ROBERT C., and BABAKUS, EMIN, No. 2, pp. 57-73.

Problems of International Protection of Intellectual Property Rights, JAIN, SUBHASH, No. 1, pp. 9-32.

Researching Markets in Japan—A Methodological Case Study, WILLIAMS, S. C., No. 2, pp. 87-93.

Roles of R&D and Manufacturing in Global Marketing Management, BERMINGHAM, JOHN A., No. 4, pp. 75-84.

(The) Sequence of Operational Modes Used by Finnish Investors in Germany, BJÖRKMAN, INGMAR and EKLUND, MICHAEL, No. 1, pp. 33-55.

Strategic Mistakes in International Transactions, FJETLAND, MICHAEL, No. 2, pp. 75-86.

Strategic Partnerships for Global Education—Linkages with Overseas Institutions, GREEN, ROBERT T. and GERBER, LINDA V., No. 3, pp. 89-100.

Structural Modeling of Success Factors in Exporting: Cross-validation and Further Development of an Export Performance Model, HOLZMÜLLER, HARTMUT, STÖTTINGER, BARBARA, No. 2, pp. 29-55.

(The) Super Sales Force—Politicians in the World Market, DUBINSKY, ALAN J. and HANAFY, ABDALLA, No. 3, pp. 73-87.

Toward a Theory of International Services: Marketing Intangibles in a World of Nations, CLARK, TERRY A., RAFARATNAM, DANIEL, and SMITH, TIMOTHY, No. 2, pp. 9-28.

Book Reviews

Bess, James L., *Creative R&D Leadership: Insights from Japan,* by Mehmet I. Yagci, No. 2, pp. 97-102.

Drake Terence, Medina, Danielle, and Walker, Thomas, *Doing Business Internationally: The Guide to Cross-Cultural Success*, by Claude Cellich, No. 4, pp. 97-99.

Gutterman, Alan S., *The Law of Domestic and International Strategic Alliances: A Survey for Corporate Management,* by Mehmet Yagci, No. 3, pp. 102-106.

McGoldrick, Peter J. and Davies, Gary, *International Retailing: Trends and Strategies,* by Lisa A. Phillips, No. 1, pp. 113-114.

Schary, Philip B. and Skjøtt-Larsen, Tage, *Managing the Global Supply Chain,* by Steve Clinton, No. 1, pp. 111-112.

Shapira, Philip, *The R&D Workers: Managing Innovation in Britain, Germany, Japan, and the United States,* by Kim Schatzel, No. 2, pp. 95-97.

Wood, Donald F., Barone, Anthony, Murphy, Paul, and Wardlow, Daniel L., *International Logistics,* by Richard Germain, No. 3, pp. 101-102.